



Approved 03-16-11

**SCOTTSDALE PUBLIC LIBRARY BOARD
MEETING MINUTES
Civic Center Library Board Room
February 16, 2011 - 3:30 p.m.**

Members Present: Louise Nemanich, Chair
Doug Sydnor, Vice Chair
Denise Dowers
Joan Freund
Paul J. Lison
Carol Padwe

Absent: Greta Knapp, Secretary

Staff Present: Rita Hamilton, Library Director
Kathy Coster, Support Services Sr. Manager
Carol Damaso, Public Services Sr. Manager
Aimee Fifarek, Library Technologies & Content Sr. Manager
Cheryl Thomsen, Library Administrative Coordinator
Rose Rimsnider, Administrative Secretary

CALL TO ORDER

Mrs. Nemanich called the meeting to order at 3:30 PM.

APPROVAL OF MINUTES

Mrs. Nemanich called for a motion to approve the Minutes of the January meeting.
Mrs. Freund so moved; Mr. Sydnor seconded, and the motion passed 5-0, 1 abstain.

CITY OF SCOTTSDALE BUDGET UPDATE

Mr. Murphy reported that the City is in the process of finalizing budget numbers to be completed by the week of February 24th. The City Manager will present the 2011-2012 Budget on March 1. A joint meeting between the Council and the Budget Review Commission will be held March 3rd to layout the format for budget presentations that will be provided to the public. Community Services will present their portion of the budget on March 10 (**UPDATE: March 17**) in the Kiva at 5:00 p.m. We welcome your participation at any of these budget meetings.

The City Treasurer reported a sales tax increase for the first time in 41 months. We're optimistic we may have turned the corner with good numbers from the Christmas season, the golf tournament and spring training baseball. Mr. Lison asked about the Saturday closing for Palomino. Mr. Murphy said the Council asked us to not move forward with any reductions until they can look at all the services and programs and then make a determination as to what reductions will be made. Mr. Lison asked if Palomino is included on the reduction list. Mr. Murphy said yes, we've provided management with a list of options.

Mr. Murphy said that May 17 is an important date as the budget numbers will be set. Items can be deleted but nothing can be added. In our library budget we are paying the full cost for Palomino. The school district reimburses the City's general fund for a portion of the cost incurred. Mrs. Nemanich asked if it was worth looking at spreading the cost of some of the reductions across several libraries to see if the savings might be substantial. Ms. Hamilton said we put together some different options for the Council to choose from that did this. Mrs. Nemanich asked what some of the options were. Mr. Murphy said we're looking at a lot of different things operationally not only in the library but also in the Community Centers. We will see some reductions across the board.

LIBRARY STAFF REPORTS OF CURRENT EVENTS (A.R.S. 38-431.02 (K))
Monthly Statistical Report – Cheryl Thomsen

	<u>January 2010</u>	<u>January 2011</u>	<u>% Change</u>
Items Circulated YTD	2,308,885	2,273,332	-2%
Attendance	153,235	147,092	-4%
YTD Attendance	948,512	980,897	+3%

The Library provided 106 adult programs with 1,474 adults attending. We also held 251 youth programs with 5,495 youth attending which is an increase of 37% year-to-date. WiFi usage is up 26% month-to-date and downloadable materials are up 75% month-to-date.

In January 2011, volunteers donated 3,461 hours to the Library, and the public access computers were used 48,019 times.

In the Library Book Sale Special Revenue Account, January income from sales were \$16,447.55 and expenditures were \$5,576.11.

Library Director's Report – Rita Hamilton

Ms. Hamilton thanked Board members for attending the Hearts and Flowers luncheon. It was an enjoyable afternoon and a nice way to thank our volunteers for all the work they do.

The Mustang Transit project did not get Federal approval to build the parking garage at the Mustang Library. Transportation will lease spaces from the shopping center to accommodate parking for transit riders. An upgrade to the street alignment and traffic control will be also completed.

The Civic Center Library remodel has been delayed. We received a final cost estimate. We do not have the budget for the estimate and they will take a look at re-engineering the remodel.

The Library held a Family Read Aloud at Hohokam Elementary School with about 130 parents and children attending. We presented library resources available and signed up 60 children for library cards.

We will have a Scottsdale Sister Cities Exhibit in the gallery March 3 – April 30. Two artists from Scottsdale's Sister City, Haikou, China, will exhibit artworks. A reception will be held on March 7 from 5 – 7 pm.

Ms. Hamilton thanked Mrs. Freund for her service as Board Chair for 2010 and presented her with a CD that will be added to the library collection.

Customer Comment Report – Rita Hamilton

Mrs. Nemanich commented on the request to have Silverlight installed on PCs and asked about the technical status of PCs in general. Ms. Hamilton said that we had included an upgrade for infrastructure with the bond proposal; however, it was not passed. We're fortunate that the City provides some of our software updates but we cannot have funds for hardware. We would love to have more sorters. We do not have the money for those types of upgrades. Mrs. Nemanich asked if the Civic Center remodel included any technical upgrades. Ms. Hamilton said that some level of upgrades to the infrastructure is included.

Library Service Highlights – Marie Raymond

Ms. Raymond spoke to the Board on the Library's Early Literacy Initiatives. We offer 30 Ready to Learn Storytimes per week with an average of 30 participants per program; 900 participants per week. If you multiply this times 40 weeks (10 months) you have 36,000 participants in storytimes per year.

Our Early Literacy Centers in the libraries help to develop literacy skills in children through interactive play in the company of their caregivers. We have the Bookbites program which is a partnership between the library and Scottsdale Healthcare Osborn and Shea. Every child born at either hospital goes home with a book and library card that can be activated when they come into the library.

We hold Every Child Ready to Read @ Your Library workshops and classes which introduce the six essential early literacy skills that children need to become successful readers. Since 2009, we have presented this program to 147 teachers and 300 parents. Since April 2010, 90 parents and children attended Ready to Read Family Storytime programs.

The Library began a Summer "Read To Me" Club and have had 2,000 families participate. Our Books and Babies Celebrations grow with each "baby shower" and had a total of 263 participants. Our Brain Time Programs for babies and toddlers utilizing the Brain Boxes designed by New Directions Institute for infant brain development and focus on the ABC's of early learning – attention, bonding, and communication.

Our informal drop-in programs – Story Stops – are where volunteers read stories to children; and, we have about 3,600 participants per year. We partner with five schools per year in our Literacy Links program. We bring a deposit book collection and literacy box each month and present a model storytime utilizing these items. And lastly, our Family Read Aloud Nights is our newest program that provides a fun, information, and interactive evening introducing families to library programs and services.

RASSNER LIBRARY ENDOWMENT DISBURSEMENT

Ms. Thomsen explained that the Rassner Memorial Endowment is to supplement and enhance services. The Library receives an annual disbursement and asked the Board to approve the acceptance of the funds. After Board approval to accept this year's proceeds of approximately \$22,000, the action will go before City Council for permission with the approval of the Board.

Mrs. Nemanich called for a motion to accept the disbursement of the Rassner Endowment funds. Ms. Dowers so moved; Mr. Lison seconded, and the motion passed 6-0.

DISPLAY AND/OR DISTRIBUTION OF NON-LIBRARY PRINTED MATERIALS (REVISED)

Ms. Hamilton explained the revision to the policy deletes the Branch Manager from item 1 leaving the Library's Community Relations Coordinator as the contact to review printed materials for display/distribution.

Mr. Lison moved to approve the revision to the policy; Mrs. Freund seconded, and the motion passed 6-0.

ANNOUNCEMENTS, ISSUES FOR FUTURE DISCUSSION

None.

OPEN CALL TO THE PUBLIC

Mrs. Ecton said that MS Silverlight is useful to MAC users to download and watch Council meetings. Citizens should watch City Council meetings in order to stay up-to-date and be informed.

ADJOURNMENT

With no further business to discuss, being duly moved and seconded, the meeting was adjourned at 5:03 PM.

Respectfully submitted,

Rose Rimsnider, Administrative Secretary